

Local News

KIMT airs two hours and fifty-five minutes of locally produced news each weekday and one hour forty minutes of news on the weekends.

KIMT expanded our early morning newscast by one half hour to ninety minutes in June of 2004 to provide more weather information.

Kimt.com is used for headlines, links to other websites for additional information, school and business closings caused by severe weather, up-to-date weather information, links to stories aired on KIMT NewsChannel 3, contests and viewer polls.

KIMT tracks issues of concern to our viewers and endeavors to address those issues in our newscasts. Issues include Health Care, Education, Agricultural, Consumer, Gambling Expansion, Elderly, Politics, and Family and Children Issues.

As part of our local broadcasts, we offer viewers the chance to talk to doctors about health related questions, pet owners the chance to talk to area veterinarians, plus features on outdoor activities.

Local Public Affairs

Committed to Kids (Iowa Kidsake program)

KIMT began working with the Iowa Kidsake program six years ago in a combined effort with the Iowa Child Advocacy Board to find homes for children who remain in the foster care system. Many of these children are older, have special needs and have been in foster care for many years.

Each month, News Anchor Jaime Copley meets with Kidsake and the children in need of placement. She talks to them and takes footage of the children playing and in their natural environment. The third Thursday of each month, Jaime prepares a news story featuring a child. This story airs on our 6 and 10 p.m. newscasts.

Once the story has aired, we create a 30-second commercial featuring this child and the need for an adoptive home.

We also have a section of our website dedicated to the Committed to Kids segment. Each month the child's photo and bio are placed on the KIMT website correlating them to the news feature and promotion with a link to Iowa Kidsake. Many difficult to place children have found homes because of KIMT's dedication to this organization. The total value for commercial production for Kidsake is \$2500.00. The total on-air value for 2004 for this public service is \$30,000.00.

Volunteer of the Month

KIMT-TV believes in volunteerism and rewarding those in our communities who give back by volunteering. By rewarding these individuals we feel it encourages others to see the importance and the need in our area for viewers to donate time to the non-profit organizations that do not have the funding or manpower to operate efficiently.

For the past seven years, KIMT has invited viewers to send us a nomination of someone they feel excels in the area of volunteerism, community service and citizenship. Each month a winner is selected from these nominations and on the first Thursday of each month we send our news staff out to video and report on the recipient of the Volunteer of the month award. The award winner receives a framed award certificate as well as a "Volunteer of the month" clock. The story then airs on our 6:00 p.m. newscast.

After news the story has aired, a 30 second promotional announcement is created and runs throughout the remainder of that month. The award winner's name is also placed on our website. Viewers can nominate by writing to us or by using the form provided on our website. The total value of commercial production for this campaign is \$2500.00. The total on-air value of the Volunteer of the month is \$30,000.00 for 2004.

Creating or Selecting Programming

KIMT has in the past held town meetings, which were broadcasted, on topics such as Immigration and Methamphetamine. These two-hour events brought experts to North Iowa to discuss with the public concerns over the increase in immigrants and the problems caused by Meth. Both of these town hall meetings were two-hour events. KIMT worked in conjunction with the Mason City Globe Gazette to further explore these issues.

KIMT began airing UPN Network programming in late night after receiving numerous calls and emails from viewers requesting those programs.

On Wednesday, October 20, KIMT preempted CBS Network Programming to bring viewers coverage of President George W. Bush's visit to Mason City.

Emergency Programming

KIMT covers breaking weather - from tornadoes to severe thunderstorms, flooding we alert viewers to the dangers by broadcasting live our meteorologists

We have invested thousands of dollars in weather equipment providing our three degreed Meteorologists with the best forecasting equipment. Recently we purchased over \$150,000 in state of the art weather equipment from WSI and Barons. Our Meteorologists also have four live tower cameras strategically placed through out our viewing area to use for on air for weather information.

KIMT has donated tower and building space for a NOAA Weather station to transmit a signal to our viewing area. KIMT also promotes and gives away NOAA weather radios each year.

KIMT runs crawls during programming when an Amber Alert is issued. We also do a follow-up during local newscasts.

Political Programming

KIMT sent out invitations to candidates running for major state and federal office, for the opportunity of free airtime. This was a chance for them to give their position statement on the issues. While we sent out invitations for the free airtime to many candidates, only five took advantage of the opportunity. Leigh Pomeroy, Tom Latham, Paul Johnson, Gil Gutknecht and Charles Grassley have recorded statements. Art Small never showed up for his session. We also invited John Kerry, John Edwards, George Bush, and Dick Cheney.

KIMT did a series of reports on ballot issues for the 2004 Election. We reported from various counties about some of the ballot issues that affect each of those

counties. One was a new jail complex where the residents in the city actually would vote twice on the issue, one for the county and one for the city.

Station Participation in Community Activities

Volunteerism Promotion

In order to enhance the monthly award winner program, KIMT began a campaign to promote volunteerism with a 60 second promotion with the theme, "Don't wait, Don't procrastinate—volunteer today. It takes all of us to make a difference".

This 60-second promotion features a local business owner explaining the difference viewers can make in their communities. The promotion began in June 2004 and will continue into next year. The total 2004 value of this promotion is \$17,500.00.

American Heart Walk

In 2004 KIMT was a sponsor of the American Heart Walk held in Mason City, Iowa on February 22, 2004.

KIMT ran a 30 second promotion beginning January 26, 2004 through February 21, 2004 encouraging viewers to sign up and participate in the American Heart Walk. This schedule was valued at \$2500.00.

KIMT Family Fair—Mason City, Iowa

On March 13, 2004 KIMT held their 8th annual Family Fair from 10:00 a.m. to 4:00 p.m. at Southbridge Mall in Mason City. Over 53 exhibitors filled the mall with interactive activities and crafts for the children and great information for families.

The annual Family Fair is held as a free forum for local non-profits to distribute information to area families regarding their services. Many non-profits (many United Way agencies) cannot afford to attend business gatherings where a booth fee is required. There is no charges for the agencies to set up a booth, we only ask that their booth interact with children.

Although the event is free we have optional activities within the fair as fundraising opportunities. We select a local non-profit to be the recipient of these funds. This year we raised \$7000.00 for the North Iowa Girl Scout Council.

Literally thousands of families filled the mall for a great family day. KIMT-TV donates all the booth supplies, air time promotion (four 30 second announcements ran 30-days prior to the event), newspaper advertisements and flyers sent to all the grade schools, pre-schools and daycare's in our DMA. The total airtime donated to the Family Fair exceeds \$4000.00. The value of production for the Family Fair was \$1500.00.

United Way Week of Caring

Six years ago, KIMT-TV partnered with the United Way of North Central Iowa for an annual event entitled "Week of Caring". The past 3 years, KIMT-TV has also partnered with the United Way of Freeborn County for their "Week of Caring". The Week of Caring is a week of businesses and their employees designating time to a local non-profit to assist in projects needing completion. Examples of these projects would be: Power washing and painting for the Crisis Intervention Center, Painting for a local daycare, building a fence for Parents United and much more. The 2004 United Way Week of Caring was held the same week by both agencies beginning April 17 through April 21.

Letters are sent to business owners approximately one month prior asking they form "teams" within their workforce to participate with the Week of Caring. KIMT-TV prints and mails the letters to help withstand the cost to the United Way. Promotional announcements begin encouraging individuals to participate in the event. These 30-second promotions are produced by KIMT and total \$30,000.00 in airtime. KIMT-TV orders t-shirts for the event and each participant receives a Week of Caring T-shirt. There is a post event 30-second promotion that airs thanking the community for their participation. This is valued at \$1500.00. The value for commercial production for Week of Caring was \$800.00. The Week of Caring provides a service to the non-profits that brings the community together to complete projects, which would be difficult for the agencies operating on limited funds and manpower.

MS Walk

The annual walk for Multiple Sclerosis was held in Mason City Iowa on May 1, 2004 and in Rochester, Minnesota on May 2, 2004. KIMT-TV supported both walks by running a value of \$2000.00 of airtime.

North Central Human Services Duck Dash

North Central Human Services in Forest City, Iowa hosts an annual fundraising activity each year entitled "Duck Dash". North Central Human Services is a community non-profit who works with and in placing residents who are challenged from mental retardation or Down syndrome. In 2004 KIMT-TV donated \$2500.00 of airtime for this year's Duck Dash held on July 17, 2004. Our production department produced a 30 second announcement inviting the public to the Duck Dash and where to purchase the Ducks in advance. The value of the production for Duck Dash was \$200.00.

Alzheimer's Association Memory Walk

The 2nd annual Alzheimer's Memory Walk was held on October 30, 2004 in Mason City, Iowa. KIMT-TV supported the memory walk by running airtime valued at \$2000.00 and producing a commercial valued at \$200.00.

Community Events Calendar

In 2004 KIMT-TV created a commercial message with 15 second in the center for community non-profit groups to announce their events. July 1 through October 28, 2004 KIMT ran promotional messages for the following organizations:

Puckerbrush Days
Make a Wish (twice)
National Child Abuse Prevention Month
Hurricane Relief (Florida)

The total value of airtime for these events was \$4000.00 with production value of \$400.00.

KAPP (Kids Awareness and Protection Program)

As a community leader KIMT observed a need for back to school safety reminders for our area. KIMT-TV implemented a new program in honor of the children

returning to school entitled KAPP. KIMT-TV partnered with the Mason City Police Department and the Mason City Youth Task Force for a day of safety and drug awareness training. KIMT invited a mentor rock group from Des Moines Iowa, "Rock in Prevention" to entertain the kids and deliver the message to abstain from drugs, alcohol and tobacco but in a fun, rock music forum. Each student left with a special T-shirt created for the event, information distributed by the Mason City Police Department on Safety and fingerprint kits.

KIMT did an on-air promotion for the event valued at \$3000.00, distributed flyers to all school in the DMA (3000 flyers), purchased T-shirts, ran two newspaper advertisements and ran another promotion on behalf of Rock in Prevention valued at \$1000.00. Total production value was \$400.00.

KIMT Family Fair-Freeborn County

On October 16, 2004 KIMT-TV partnered with the United Way of Freeborn County for the second annual Family Fair held at Northbridge Mall in Albert Lea, Minnesota from 11 a.m. until 4:00 p.m. United Way agencies and community non-profits were invited to distribute information and educate the community about their agency. Over 23 non-profit exhibitors attended each providing a fun, family activity or craft for the children. The Family Fair was free to the public. The United Way was able to raise over \$800.00 in small fundraisers within the fair.

Family Fair on-air promotion was valued at \$3000.00, production valued \$600.00 and the post Family Fair public thank you valued at \$2000.00.

Toys for Tots

For the past 8 years, KIMT-TV has teamed up with the Salvation Army and the Marine Corps Reserves for their annual Toys for Tots campaign. When the partnership began, the toy campaign was receiving a few hundred toys for local children. KIMT-TV promotion and involvement has brought the toy donations to the thousands.

We will begin the 2004 Toys for Tots promotion on November 8 with a 30 second promotional announcement stating the kick-off begins on November 16. On November 16 we will feature the Toys for Tots kick off in our 6:00 and 10:00 p.m. newscasts. KIMT-TV collects the toys in our studio and keeps a daily count, which is announced in our newscasts each day during the toy drive. The toys are arranged on the news set as a constant reminder to shoppers to remember those less fortunate. Five additional promotional commercials ranging from 30 seconds, 60 seconds and 15 seconds will continue to air and we will do a final "push" as a live news shots from a local department store. This is a very large project for KIMT-TV and our total value of airtime donated would exceed \$30,000.00. Production will value \$1200.00.

Scholastic All-Stars/Golden Apple Awards

For the past fifteen years KIMT-TV has hosted the Scholastic All-Stars banquet at the Holiday Inn in Mason City, Iowa. Beginning in February, all the local high schools are asked to nominate two seniors that they would like to receive the Scholastic All-Stars award. Invitations are sent to the students and two chaperones for a banquet lunch at the Holiday Inn.

As the students arrive our production staff gathers footage of the two students from each school. A banquet lunch and awards ceremony was held on May 11, 2004 for over 140 students in the KIMT-TV viewing area and their two guests.

Following the awards, guest speaker Chief Meteorologist Adam Frederick spoke to the students regarding their future plans and success.

Following the banquet, KIMT-TV runs the promotional announcements congratulating the students on being an Scholastic All-Star. These run over a two-month period with the total on-air value of \$5000.00, production value \$2000.00. KIMT-TV feels this popular community event encourages success in learning and achievement for our youth.